Springfield Township High School

**Graduation Project Annotated Bibliography**

**Student Name:**

**Annotation # 12**

**MLA Citation:**

Nusca, Andrew. "Fares and the future of transit: wireless, smart and connected."*SmartPlanet*. N.p., 4 Mar. 2011. Web. 10 Mar. 2011. <http://www.smartplanet.com/business/blog/smart-takes/fares-and-the-future-of- transit-wireless-smart-and-connected/14708/>.

**INFORMATION:**

Author’s credentials:

Andrew Nusca is a writer for the online website “SmartPlanet.” In this article he interviews Steve Brunner, the “Northeast and Mid-Atlantic regional director” (Nusca) of Cubic Transportation Systems, “a firm that’s focused on bringing smart, connected technology to our roads, tunnels and trains.” (Nusca)

Scope and purpose of the work:

The purpose of this interview is to inform the reader of current smart card technology and how the field is advancing. It is an interesting look at how smart card technology is adapting for the 21st century, and how systems are finally beginning to be seen in the United States.

Intended Audience:

The intended audience of this interview is lay people who are unfamiliar with the idea of electronic ticketing. The article does a great job at introducing the concept and providing good background information. Brunner thoroughly explains the future of smart card technology in the automated fare industry.

**SUMMARY**

Thesis or main idea:

“what’s next in automated fare collection—including near-field communications and advanced radio frequency identification cards—as well as the push to go mobile and the challenges of building an infrastructure that’s made of rapidly changing parts.” (Nusca)

Summary of main arguments:

In the interview Brunner argues that automated fare collection for mass-transit systems are becoming easier and easier to use as transit agencies adopt new technologies. Things like NFC and smart cards allow for saved travel time and are easier to use for the daily commuter.

**EVIDENCE**

Summary of evidence:

* Overall the industry has been conservative and slow to adapt these new types of ticketing and fare systems
* “They want to go away from proprietary-based systems and into new, open fare payment technologies” (Brunner qtd. Nusca)
  + This means NFC smartphones, smart cards, bank cards
* “Most of the barriers for technology are pretty much gone…just recently technology has improved and wireless networks have improved and banks are issuing new cards.” (Brunner qtd. Nusca)
* “Philadelphia is committed. They’re probably the farthest along in terms of procurements of new technologies.” (Brunner qtd. Nusca)
* Open technologies are being shared between cities
  + “We’re definitely sharing the business models with agenices like the MTA and SEPTA” (Brunner qtd. Nusca)
* Planning for infrastructure upgrades
  + “When the MTA goes from the Metrocard system to an open payment system, they’re not going to have to go back to the ground and take out the gates. They can just bolt readers on what they’ve already got.” (Brunner qtd. Nusca)
* Make the technologies simple and easy to adapt to
  + “phones, contactless, a watch, a key fob. All of this technology is going to be built to some form of open standard” (Brunner qtd. Nusca)
* “We’ll start seeing systems within 12 to 18 months” (Brunner qtd. Nusca)

**EVALUATION**

 Evaluation of scope:

Brunner does an okay job at addressing the topics of 21st century fare systems. He briefly touches on several topics but does not delve deep into many of them. This lack of depth does not provide a lot of specific information, but in terms of general information Brunner does a good job at covering most things.

**REFLECTION:**

This source is good because it provides a lot of good jumping off points. I think that the areas Brunner touched upon are going to be very interesting to look. He mentions Philadelphia’s planned system so I will have to look and try and find more specific research on that. I think that having a good electronic ticketing system based on bank cards, cell phones, or other wireless devices is really smart. It allows for easier transportation, and less hassle. When people don’t have to carry bills it also could make systems safer in case someone was to mug them. I don’t know about this, I’m only speculating. However, I think that having a good ticketing system is something that allows for a good transportation system.